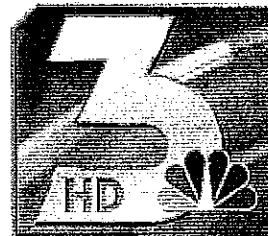


ORDER



Orders Order / Rev: 004412
Alt Order #: 06832077
Product Desc: HELLER FOR SENATE
Estimate:
Flight Dates: 09/05/12 - 09/11/12 Primary AE: Amy McCreary
Original Date / Rev: 07/18/12 / 07/18/12 Sales Office: BLPHI
Order Type: GENERAL Sales Region: National

Agency Name: Strategic Media Services, Inc.
Buying Contact:
Billing Contact:
3299 K St. NW
Washington, DC 20007 Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heller, Dean for U.S. Senate
Demographic: A35+ New Business Thru:
Product Codes: PLC01 Order Separation: 00:15:00
Priority: SELECT PRIORITY CODE Advertiser External ID:
Revenue Codes: POLITICAL/AGY, PCAN, GEN Agency External ID:

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/11/12	72	\$39,875.00	\$33,893.75	September 2012	72	\$39,875.00	\$33,893.75	0.00
					Totals	72	\$39,875.00	\$33,893.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$39,875.00
Market	100%	\$137,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$35,750.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$24,750.00
KTUD	1%	\$1,375.00
KVVU	24%	\$33,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/WaQM	5-6a		--WTF--	:30	3	\$185.002	0.00	NM	3	\$555.00	
M-F 5-6a WakeUp w/Wagners															
NEWS															
		Start Date	End Date	Weekdays		Spots/Week			Rate	Rating					
		Week: 09/03/12	09/09/12	--WTF--		3			\$185.00	0.00					

Order / Rev: 104412
Alt Order #: 06832077
Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	3	\$185.002	0.00	NM	3	\$555.00
M-F 5-6a WakeUp w/Wagners														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 09/03/12 09/09/12 --WTF-- 3 \$185.00 0.00														
E 2	KSNV	09/10/12	09/11/12	M-F 5-6a WakeUp w/WagM	5-6a		MT-----	:30	2	\$185.002	0.00	NM	2	\$370.00
M-F 5-6a WakeUp w/Wagners														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 09/10/12 09/16/12 MT----- 2 \$185.00 0.00														
E 3	KSNV	09/10/12	09/11/12	M-F 6-7a WakeUp w/WagM	6-7a		MT-----	:30	2	\$450.002	0.00	NM	2	\$900.00
M-F 6-7a WakeUp w/Wagners														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 09/10/12 09/16/12 MT----- 2 \$450.00 0.00														
E 4	KSNV	09/05/12	09/07/12	M-F 6-7a WakeUp w/WagM	6-7a		--WTF--	:30	3	\$450.002	0.00	NM	3	\$1,350.00
M-F 6-7a WakeUp w/Wagners														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 09/03/12 09/09/12 --WTF-- 3 \$450.00 0.00														
E 5	KSNV	09/05/12	09/07/12	Today Show	CM	658a-9am	--WTF--	:30	3	\$550.002	0.00	NM	3	\$1,650.00
Today Show														
TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 09/03/12 09/09/12 --WTF-- 3 \$550.00 0.00														
E 6	KSNV	09/10/12	09/11/12	Today Show	CM	658a-9am	MT-----	:30	2	\$550.002	0.00	NM	2	\$1,100.00
Today Show														
TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 09/10/12 09/16/12 MT----- 2 \$550.00 0.00														
E 7	KSNV	09/11/12	09/11/12	M-F Today Show II 3rd HOM	9-10a		-T-----	:30	1	\$200.002	0.00	NM	1	\$200.00
M-F Today Show II														
TODAY II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 09/10/12 09/16/12 -T----- 1 \$200.00 0.00														
E 8	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd HOM	9-10a		--W-F--	:30	2	\$200.002	0.00	NM	2	\$400.00
M-F Today Show II														
TODAY II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 09/03/12 09/09/12 --W-F-- 2 \$200.00 0.00														
E 9	KSNV	09/05/12	09/07/12	M-F Today Show III 4th HOM	10am-11am		--WTF--	:30	3	\$200.002	0.00	NM	3	\$600.00
Today 4th Hour														
TODAY III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 09/03/12 09/09/12 --WTF-- 3 \$200.00 0.00														
E 10	KSNV	09/10/12	09/11/12	M-F Today Show III 4th HOM	10am-11am		MT-----	:30	2	\$200.002	0.00	NM	2	\$400.00
Today 4th Hour														
TODAY III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 09/10/12 09/16/12 MT----- 2 \$200.00 0.00														
E 11	KSNV	09/10/12	09/11/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002	0.00	NM	2	\$550.00
Noon News														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 09/10/12 09/16/12 MT----- 2 \$275.00 0.00														
E 12	KSNV	09/05/12	09/07/12	Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002	0.00	NM	3	\$825.00
Noon News														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 09/03/12 09/09/12 --WTF-- 3 \$275.00 0.00														
E 13	KSNV	09/05/12	09/07/12		CM	3-4p	--WTF--	:30	3	\$300.002	0.00	NM	3	\$900.00

Order / Rev: 104412
Alt Order #: 06832077
Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Dr. Phil										
				Dr Phil										
				PHIL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/03/12	09/09/12	--WTF--		3			\$300.00	0.00				
E 14	KSNV	09/10/12	09/11/12	Dr. Phil	CM	3-4p			MT-----	:30	2	\$300.00	2	0.00 NM \$600.00
				Dr Phil										
				PHIL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/10/12	09/16/12	MT-----		2			\$300.00	0.00				
E 15	KSNV	09/10/12	09/11/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			MT-----	:30	2	\$350.00	2	0.00 NM \$700.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)								
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/10/12	09/16/12	MT-----		2			\$350.00	0.00				
E 16	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			--WTF--	:30	3	\$350.00	2	0.00 NM \$1,050.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)								
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/03/12	09/09/12	--WTF--		3			\$350.00	0.00				
E 17	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			---TF--	:30	3	\$450.00	2	0.00 NM \$900.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)								
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/10/12	09/16/12	---TF--		2			\$450.00	0.00				
E 18	KSNV	09/10/12	09/11/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			MT-----	:30	2	\$450.00	2	0.00 NM \$900.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)								
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/10/12	09/16/12	MT-----		2			\$450.00	0.00				
E 19	KSNV	09/10/12	09/11/12	M-F Early News	CM	5-630p			MT-----	:30	4	\$725.00	2	0.00 NM \$2,900.00
				M-F Early News										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/10/12	09/16/12	MT-----		4			\$725.00	0.00				
E 20	KSNV	09/05/12	09/07/12	M-F Early News	CM	5-630p			---TF--	:30	6	\$725.00	2	0.00 NM \$2,900.00
				M-F Early News		(4:30 PM-5:00 PM)								
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/03/12	09/09/12	---TF--		4			\$725.00	0.00				
E 21	KSNV	09/10/12	09/11/12	M-F Jeopardy	CM	630-7pm			MT-----	:30	2	\$725.00	2	0.00 NM \$1,450.00
				M-F Jeopardy										
				JEP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/10/12	09/16/12	MT-----		2			\$725.00	0.00				
E 22	KSNV	09/05/12	09/07/12	M-F Jeopardy	CM	630-7pm			---TF--	:30	3	\$725.00	2	0.00 NM \$1,450.00
				M-F Jeopardy		(4:30 PM-5:00 PM)								
				JEP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/03/12	09/09/12	---TF--		2			\$725.00	0.00				
E 23	KSNV	09/05/12	09/07/12	M-F Wheel	CM	7-730pm			---TF--	:30	2	\$725.00	2	0.00 NM \$1,450.00
				M-F Wheel of Fortune										
				WHEEL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/03/12	09/09/12	---TF--		2			\$725.00	0.00				
E 24	KSNV	09/10/12	09/11/12	M-F Wheel	CM	7-730pm			MT-----	:30	2	\$725.00	2	0.00 NM \$1,450.00
				M-F Wheel of Fortune		(4:30 PM-5:00 PM)								
				WHEEL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/10/12	09/16/12	MT-----		2			\$725.00	0.00				
E 25	KSNV	09/10/12	09/11/12		CM	730-758pm			MT-----	:30	2	\$400.00	2	0.00 NM \$800.00

Order / Rev: 104412
 Alt Order #: 06832077
 Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
Face to Face w/ Ralston																										
Face to Face w/ J.Ralston																										
FACE																										
<table border="1"> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 09/10/12</td><td>09/16/12</td><td>MT-----</td><td>2</td><td>\$400.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/10/12	09/16/12	MT-----	2	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	MT-----	2	\$400.00	0.00																					
E 26	KSNV	09/05/12	09/07/12	Face to Face w/ Ralston CM		730-758pm			:30	3	\$400.00	2	0.00	NM	2	\$800.00										
Face to Face w/ J.Ralston																										
FACE																										
<table border="1"> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td><td>09/09/12</td><td>---TF--</td><td>2</td><td>\$400.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/03/12	09/09/12	---TF--	2	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	---TF--	2	\$400.00	0.00																					
E 27	KSNV	09/06/12	09/06/12	M-F News 3 at Eleven CM		11pm-1135pm			:30	1	\$750.00	2	0.00	NM	1	\$750.00										
M-F News 3 at Eleven																										
NEWS																										
<table border="1"> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td><td>09/09/12</td><td>---T---</td><td>1</td><td>\$750.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/03/12	09/09/12	---T---	1	\$750.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	---T---	1	\$750.00	0.00																					
E 28	KSNV	09/10/12	09/10/12	M-F News 3 at Eleven CM		11pm-1135pm			:30	1	\$750.00	2	0.00	NM	1	\$750.00										
M-F News 3 at Eleven																										
NEWS																										
<table border="1"> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 09/10/12</td><td>09/16/12</td><td>M-----</td><td>1</td><td>\$750.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/10/12	09/16/12	M-----	1	\$750.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	M-----	1	\$750.00	0.00																					
E 29	KSNV	09/08/12	09/09/12	Sa-Su News 3 at Eleven CM		11pm-1135pm			:30	2	\$750.00	2	0.00	NM	2	\$1,500.00										
Sa-Su News 3 at Eleven																										
NEWS																										
<table border="1"> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td><td>09/09/12</td><td>-----SS</td><td>2</td><td>\$750.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/03/12	09/09/12	-----SS	2	\$750.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	-----SS	2	\$750.00	0.00																					
E 30	KSNV	09/08/12	09/08/12	News 3 Sunrise - SATURDAY CM		6a-7a			:30	1	\$200.00	2	0.00	NM	1	\$200.00										
News 3 Sunrise - SATURDAY																										
NEWS																										
<table border="1"> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td><td>09/09/12</td><td>-----S-</td><td>1</td><td>\$200.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/03/12	09/09/12	-----S-	1	\$200.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	-----S-	1	\$200.00	0.00																					
E 31	KSNV	09/08/12	09/08/12	Sa-Su Early News CM		5pm-630pm			:30	2	\$350.00	2	0.00	NM	2	\$700.00										
Sa-Su Early News																										
NEWS																										
<table border="1"> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td><td>09/09/12</td><td>-----S-</td><td>2</td><td>\$350.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/03/12	09/09/12	-----S-	2	\$350.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	-----S-	2	\$350.00	0.00																					
E 32	KSNV	09/09/12	09/09/12	Sunday Today CM		7a-8am			:30	1	\$625.00	1	0.00	NM	1	\$625.00										
Sunday Today																										
SUN TODAY																										
<table border="1"> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td><td>09/09/12</td><td>-----S</td><td>1</td><td>\$625.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/03/12	09/09/12	-----S	1	\$625.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	-----S	1	\$625.00	0.00																					
E 33	KSNV	09/09/12	09/09/12	NFL Football CM		1P-9PM			:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00										
NFL Football																										
SNFL																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	-----S	1	\$8,000.00	0.00																					
E 34	KSNV	09/09/12	09/09/12	Sports Night in Las Vegas CM		Sun 1135p-1200a			:30	1	\$200.00	2	0.00	NM	1	\$200.00										
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SPORTS NIGHT																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	-----S	1	\$200.00	0.00																					

Totals

72

\$39,875.00